



CASE REPORT

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| 1. Complaint reference number | 261/01 |
| 2. Advertiser | Mattel Pty Ltd (Barbie aeroplane) |
| 3. Product | Toys & Games |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2
Other - Causes alarm and distress to children |
| 6. Date of determination | Tuesday, 9 October 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows children playing with a Barbie aircraft toy, with views of the Barbie image on the tail, a uniformed Barbie pilot, a working microphone, a drink dispenser, and a flight attendant serving drinks to seated passengers who are able to watch an inflight movie. At the beginning a voiceover says: “It’s big. It’s new. It’s coming right at you.” Later, a female announcer says: “Barbie Airplane has cool engine sounds and a microphone that really works.” The advertisement concludes with a list of retail stores selling the toy.

THE COMPLAINT

Comments which the complainant made regarding this advertisement included the following:

“Obviously the ad was created before the New York terrorist attack, but in the light of these events it is unnecessarily upsetting for those who have lost loved ones.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the material within the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.

The Board noted in passing that the advertiser, ‘in the light of the disaster that occurred in the US’, had ceased all advertising of the product for the remainder of 2001.